

Worksession

Agenda Item #	10
Meeting Date	June 4, 2007
Prepared By	Venita Enola George Management Assistant
Approved By	Barbara B. Matthews City Manager

Discussion Item	Discussion of Resident Survey
Background	<p>On June 14, 2004, the Council authorized the City staff to contract with the National Research Center, Inc. (NRC) to implement a resident survey for a price not to exceed \$30,000. On April 23, 2007, the Council reaffirmed the contract award with NRC, at a not- to-exceed cost of \$37,000. The higher cost reflected increases in postage and other associated survey expenses, as well as the option to conduct a lengthier survey than originally contemplated.</p> <p>The survey is designed to include topics related to community perceptions, the quality of customer service, and residents' preferences for obtaining information about City programs and services. The survey will also address concerns relating to the Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA).</p> <p>On April 16, 2007, the Council held a worksession to review a draft of the resident survey. The Council requested that certain items be added to the survey, including questions related to the proposed construction of a gymnasium. The Council also requested additional information on several issues.</p> <p>During the April 16 worksession, some Councilmembers expressed concern about the length of the survey. In response to this concern, City staff asked NRC to identify those sections that it felt could be deleted should the Council wish to proceed with a shorter survey.</p> <p>Attached for the Council's review is a revised survey that incorporates the majority of the requested changes. The shaded sections are those suggested by NRC for possible deletion if the Council would prefer a five-page rather than a six-page survey.</p> <p>As discussed during the last worksession, the survey will be printed in English and in Spanish. Arrangements have been made to use the City's mailing list, which is more comprehensive than lists that NRC usually uses. The City's list indicates which households are occupied by owners and which households are occupied by renters.</p> <p>NRC plans to oversample renters to ensure their representation in the sample of</p>

	<p>completed surveys. NRC staff will randomly select residents from the City's mailing list to participate in the survey. Postcards will be mailed to the selected residents announcing the upcoming survey mailing. Approximately one week later, they will receive the survey. To ensure that the selected residents receive a survey, NRC will mail a second copy of the survey the following week. Staff is also considering a second postcard mailing to the participants to encourage their response approximately one week after mailing of the second wave of the survey.</p> <p>Residents participating in the survey will have approximately five weeks to complete and return the survey to the NRC. The firm will provide a report to the City within two months of the survey response due date.</p>
Policy	The Council is interested in learning community opinions on service delivery via a professionally designed random survey of residents.
Fiscal Impact	The cost of the survey will depend on its length and the number of open-ended questions. National Research Center, Inc. has provided the City with costs for a five, six, and seven page survey. A seven-page survey with two open-ended questions would cost \$34,317. Each additional open-ended question has an associated cost of \$845. By Ordinance 2007-19, a not-to-exceed cost of \$37,000 was authorized by the Council to allow some flexibility as the questions and length of the survey were further refined.
Attachments	Revised Draft of Resident Survey
Recommendation	Discuss survey draft and provide direction to staff
Special Consideration	

City of Takoma Park Resident Survey



Quality of Community

1. Please rate your quality of life in Takoma Park.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
a. Overall, how would you describe the quality of life in the City of Takoma Park?	1	2	3	4
b. How would you rate the overall quality of life in your neighborhood?	1	2	3	4
c. How do you rate Takoma Park as a place to raise children?	1	2	3	4

2. Please rate each of the following characteristics of Takoma Park.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Sense of community	1	2	3	4	5
b. Overall appearance of Takoma Park	1	2	3	4	5
c. Opportunities to attend cultural or arts events	1	2	3	4	5
d. Shopping opportunities	1	2	3	4	5
e. Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
f. Access to municipal buildings	1	2	3	4	5
g. Services for individuals with disabilities	1	2	3	4	5
h. Availability of affordable quality housing	1	2	3	4	5
i. Ease of travel in Takoma Park by bicycle	1	2	3	4	5
j. Ease of travel in Takoma Park by walking	1	2	3	4	5
k. Ease of travel in Takoma Park by public transit	1	2	3	4	5

3. Why did you choose to live in Takoma Park? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> It's close to Washington, D.C. | <input type="checkbox"/> Progressive community | <input type="checkbox"/> The community's amenities (e.g., shopping, parks, recreation, library, etc.) |
| <input type="checkbox"/> My family lives here | <input type="checkbox"/> Attractive community | <input type="checkbox"/> Diversity of people |
| <input type="checkbox"/> I was born/raised here | <input type="checkbox"/> Safe community | <input type="checkbox"/> Access to public transportation |
| <input type="checkbox"/> My job was here (or nearby) | <input type="checkbox"/> Historic neighborhoods | <input type="checkbox"/> Affordable housing |
| <input type="checkbox"/> Good schools | <input type="checkbox"/> Quiet area | |
| <input type="checkbox"/> Other: _____ | | |

4. Please rate how much of a problem each of the following is in your neighborhood.

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Extreme problem</u>
a. Traffic	1	2	3	4	5
b. Crime	1	2	3	4	5
c. Overgrown grass and vegetation	1	2	3	4	5
d. Graffiti	1	2	3	4	5
e. Cut-through traffic	1	2	3	4	5
f. Speeding traffic	1	2	3	4	5
g. Run down houses and buildings	1	2	3	4	5
h. Oversized commercial vehicles and trailers parked on street	1	2	3	4	5
i. Litter	1	2	3	4	5
j. Pedestrian safety	1	2	3	4	5
k. Neighbor conflicts	1	2	3	4	5

5. How safe or unsafe do you feel walking alone . . .

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
a. In your neighborhood during the day	1	2	3	4	5
b. In your neighborhood after dark	1	2	3	4	5
c. In Old Takoma Park during the day	1	2	3	4	5
d. In Old Takoma Park after dark	1	2	3	4	5
e. From Metro station during the day	1	2	3	4	5
f. From Metro station after dark	1	2	3	4	5
g. In Takoma Langley Crossroads area during the day	1	2	3	4	5
h. In Takoma Langley Crossroads area after dark	1	2	3	4	5

6. In the last 12 months, about how many times have you or other household members done the following things:

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>	<u>don't know</u>
a. Used the New Hampshire Avenue recreation center	1	2	3	4	5	6
b. Used the Takoma Park Community Center (Maple Avenue)	1	2	3	4	5	6
c. Attended a meeting at the Community Center	1	2	3	4	5	6
d. Participated in a Takoma Park Recreation program	1	2	3	4	5	6
e. Checked out books from the Takoma Park Library	1	2	3	4	5	6
f. Attended an event at the Takoma Park Library	1	2	3	4	5	6
g. Used a public computer at the Takoma Park Library or in the Computer Center	1	2	3	4	5	6

Police Services

	<u>Very effective</u>	<u>Somewhat effective</u>	<u>Not very effective</u>	<u>Not at all effective</u>	<u>Don't know</u>
7. How effective do you believe the City of Takoma Park's crime prevention programs and community-oriented policing programs are in deterring crime?	1	2	3	4	5

8. During the past three months, were you or anyone in your household the victim of any crime?

☐ Yes ☐ No → GO TO QUESTION #10 ☐ Don't know → GO TO QUESTION #10

9. Did you report all or any of these crimes to the police?

☐ Yes, all of them ☐ Yes, some of them ☐ No, reported none of the crimes

10. During the past 12 months, have you had any contact with the City of Takoma Park Police Department?

☐ Yes ☐ No → GO TO QUESTION #13 ☐ Don't know → GO TO QUESTION #13

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
11. Overall, how would you rate your contact with the City of Takoma Park Police Department?	1	2	3	4

12. Please rate the extent to which you agree or disagree with each of the following statements about your contact with the Takoma Park police. Takoma Park police are...

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
a. Fair in dealing with people	1	2	3	4	5	6
b. Courteous in dealing with people	1	2	3	4	5	6
c. Helpful and cooperative	1	2	3	4	5	6
d. Sensitive to residents' concerns	1	2	3	4	5	6
e. Honest and can be trusted	1	2	3	4	5	6
f. Well trained to handle problems	1	2	3	4	5	6
g. Competent to handle problems	1	2	3	4	5	6

13. In order to improve police services to Takoma Park, I would like to see:

City Services

14. Please rate each of the following City services.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Trash collection	1	2	3	4	5
b. Recycling services	1	2	3	4	5
c. Annual computer and electronics recycling drop-off	1	2	3	4	5
d. Leaf pick-up	1	2	3	4	5
e. Tree maintenance	1	2	3	4	5
f. Street repairs and maintenance	1	2	3	4	5
g. Snow and ice removal	1	2	3	4	5
h. Street sweeping	1	2	3	4	5
i. Street lighting	1	2	3	4	5
j. Street sign maintenance	1	2	3	4	5
k. Property maintenance code enforcement	1	2	3	4	5
l. Recreational programs	1	2	3	4	5
m. The variety of recreational programs offered (classes with staff instruction or supervision)	1	2	3	4	5
n. Recreation centers	1	2	3	4	5
o. Athletic fields and playgrounds	1	2	3	4	5
p. Range of activities available in parks, recreation centers and facilities	1	2	3	4	5
q. Accessibility of parks, recreation centers and facilities	1	2	3	4	5
r. Safety of parks, recreation centers and facilities	1	2	3	4	5
s. Arts and cultural events	1	2	3	4	5
t. Appearance of City buildings	1	2	3	4	5
u. Enforcement of traffic laws	1	2	3	4	5
v. Enforcement of parking regulations	1	2	3	4	5
w. Stormwater management	1	2	3	4	5
x. Services for seniors	1	2	3	4	5
y. Services for youth	1	2	3	4	5
z. Quality of programming on the City's cable channel (City TV-13)	1	2	3	4	5
aa. City's Web site (www.takomaparkmd.gov)	1	2	3	4	5
bb. Takoma Park Library programs	1	2	3	4	5
cc. Takoma Park Library collections	1	2	3	4	5
dd. Computer Learning Center	1	2	3	4	5

15. How would you rate the overall quality of services provided by the City of Takoma Park?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

16. Please rate the followings statements by circling the number that most closely represents your opinion:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. The value of services for the taxes paid to the City of Takoma Park	1	2	3	4	5
b. The overall direction the City of Takoma Park is taking	1	2	3	4	5
c. The job the City of Takoma Park does welcoming resident involvement	1	2	3	4	5

Customer Service

17. Have you had phone, e-mail or in-person contact with a City of Takoma Park employee within the last 12 months (including receptionists, inspectors, police, planners, administrators or any others)?

- ☐ Yes
☐ No → GO TO QUESTION #20

18. What was your impression of City employees in your most recent contact?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Knowledge.....	1	2	3	4	5
b. Courtesy.....	1	2	3	4	5
c. Responsiveness.....	1	2	3	4	5
d. Follow-up (got back to you or took action if needed)	1	2	3	4	5
e. Overall customer service.....	1	2	3	4	5

19. How would you rate the customer service you received in your most recent contact by...

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Phone	1	2	3	4	5
b. In person	1	2	3	4	5
c. E-mail.....	1	2	3	4	5

Community Project

20. The City of Takoma Park is considering the addition of a gymnasium to the Community Center that would allow for indoor recreational activities, as well as large public events. To what extent would you support or oppose the addition of a gymnasium to the Takoma Park Community Center?

- ☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

21. While the City has currently raised \$1.5 million for the project, the gym will cost from \$5 to \$8 million to complete, depending on the exact amenities chosen. To what extent would you support or oppose the addition of a gymnasium to the Takoma Park Community Center if it were to raise property taxes by:

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
a. \$100 a year on a \$400,000 house.....	1	2	3	4	5
b. \$150 a year on a \$400,000 house.....	1	2	3	4	5
c. \$200 a year on a \$400,000 house.....	1	2	3	4	5

Communications Outreach

22. In the last 12 months, about how many times, if ever, have you done the following?

	<u>Never</u>	<u>Less than 12 times</u>	<u>1 to 3 times a month</u>	<u>1 to 6 times a week</u>	<u>Daily</u>	<u>Don't know</u>
a. Watched a City Council meeting on City TV-13.....	1	2	3	4	5	6
b. Watched a City Council meeting or other programming on the City's Web site	1	2	3	4	5	6
c. Watched other programming on City TV-13	1	2	3	4	5	6
d. Visited the City's Web site at www.takomaparkmd.gov. 1	2	3	4	5	6	
e. Attended a City Council meeting in person	1	2	3	4	5	6
f. Read the City's monthly newsletter	1	2	3	4	5	6
g. Used the Takoma Park Recreation Guide	1	2	3	4	5	6

23. Have you registered for the Takoma Park Alert System (aviso.takomapark.org)?

- ☐ Yes
☐ No

24. Which of the following Alerts would you like delivered to your e-mail or cellular telephone? (Check all that apply)

- ☐ Street closings
☐ Building closings
☐ Cancellations for recreation programs or activities
☐ I would not like Alerts delivered to my e-mail or cellular phone

25. How much information do you get about the City of Takoma Park government activities from each of the following sources?

	<u>Most</u>	<u>A lot</u>	<u>Some</u>	<u>None</u>
a. <i>The Takoma Park Newsletter</i>	1	2	3	4
b. The City of Takoma Park's cable television channel (City TV-13)	1	2	3	4
c. City of Takoma Park's Web site (www.takomaparkmd.gov)	1	2	3	4
d. Takoma Park's Recreation Department Recreation Guide	1	2	3	4
e. Special mailings from the City of Takoma Park	1	2	3	4
f. <i>The Takoma Voice</i>	1	2	3	4
g. <i>The Washington Post</i>	1	2	3	4
h. <i>The Takoma Gazette</i>	1	2	3	4
i. Neighborhood and community e-mail lists	1	2	3	4
j. Notice board and community calendar	1	2	3	4
k. City Council Ward representative	1	2	3	4
l. "Word of mouth"	1	2	3	4

26. Please indicate whether you think you receive enough information about each of the following City of Takoma Park government functions or activities:

	<u>Not enough information</u>	<u>About the right amount of information</u>	<u>Too much information</u>
a. City Council actions	1	2	3
b. Special events	1	2	3
c. Recreation Department activities	1	2	3
d. Construction projects	1	2	3
e. Board and Commission opportunities and activities	1	2	3
f. Development projects in your neighborhood and in the City	1	2	3
g. Landlord and tenant assistance	1	2	3
h. Affordable housing program	1	2	3
i. Leaf collection program	1	2	3
j. Holiday trash and recycling collections schedule	1	2	3
k. Tree removal and tree protection requirements	1	2	3
l. City of Takoma Park budget information	1	2	3

27. Do you have any other comments you would like to make?

About You And Your Household

These last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

28. How many years have you lived in Takoma Park?

_____ years

29. What best describes your home? Is it a . . .

- ☐ one family house detached from any other houses
- ☐ a duplex or townhouse
- ☐ a building with three or more apartments or condominiums
- ☐ other: _____

30. Do you rent or own your home?

- ☐ Rent
- ☐ Own

31. Do you have a computer at home? . . .

- ☐ No
- ☐ Yes → What type of internet access do you have at home?
 - ☐ Dial-up
 - ☐ DSL
 - ☐ Cable broadband
 - ☐ Other
 - ☐ None

32. Do you subscribe to cable television or satellite services?

- ☐ Cable
- ☐ Satellite → GO TO QUESTION #34
- ☐ Neither → GO TO QUESTION #34

33. Which provider do you use?

- ☐ Comcast
- ☐ Starpower/RCN
- ☐ Verizon

34. Are you Spanish/Hispanic/Latino?

- ☐ No
- ☐ Yes

35. What is your race? (Please check all that apply.)

- ☐ American Indian or Alaskan native
- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ White/Caucasian
- ☐ Other _____

36. What is your gender?

- ☐ Male
- ☐ Female

37. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

38. Counting yourself how many people live in your household? _____ people

yes no

39. Do any children 12 or under live in your household?

☐ ☐

40. Do any teenagers aged between 13 and 17 live in your household?

☐ ☐

41. Are you or any other members of your household aged 65 or older?

☐ ☐

42. Which languages do you or anyone in your household speak at home? (Please check all that apply)

- | | |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Persian |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> French |
| <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Portuguese |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Russian | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Amharic | |

43. About how much was your household's total income before taxes in 2006? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 or more

Thank you very much for completing this survey. Your opinions and feedback are appreciated. Please return this survey in the enclosed postage-paid envelope to:

National Research Center, Inc.
3005 30th St
Boulder, Colorado 80031